Social Media: Tools to Build Prepared and Resilient Communities

by Ana-Marie Jones, Executive Director, CARD

The explosion of social media as a way for people to connect and share information presents great opportunities for building prepared, resilient, and united communities. Most non-profit agencies for example, have either already jumped into using one or more of the popular social networking platforms - Facebook, Twitter, LinkedIn, etc. - or they are actively exploring how to best join the Social Media revolution. Early adopters of social media have long extolled the virtues and benefits of dynamic engagement with existing audiences, reaching new supporters, and fundraising using these portals. An enormous added benefit for nonprofits is that effective use of social media can radically increase their emergency preparedness and disaster response capacity!

No matter where your business or organization lives on the social media continuum, take a small step toward having these tools increase your ability to communicate with key constituents. An easy place to start is to poll staff, volunteers, vendors, funders, and consumers and find out which platforms are already being used. Building from a place of strength, with a team of existing users, will produce immediate benefits.

Notice how the following popular social media platforms can help your preparedness efforts:

**Twitter**

Of the major social media platforms, Twitter is the most simple in design: 140-character messages posted to people who choose to listen to you. For emergency managers Twitter has demonstrated its power by allowing anyone who can send a text message the ability to communicate with a world-wide audience in seconds. No traditional media outlet can beat the speed of a person who is at the emergency with a text-enabled phone!

Go to [http://Twitter.com](http://Twitter.com) to find trending conversations, or to read up on a pressing issue. The 140-character limit allows you to scan messages quickly and make the best use of your time. After a bit of surfing on Twitter, you’ll notice how Tweets can be organized by topic and searched for using the “#” sign (it’s called a hashtag on Twitter).

Check out #H1N1, #ACPHD, #MsDuctTape, etc. Register your Twitter username in various Twitter directories, such as [http://twellow.com](http://twellow.com), and make sure your profile is loaded with keywords – it will help people to find and follow you.

**Facebook**

Facebook’s 500 million+ users, its easy interface, multiple applications, and massive appeal to people of diverse ages, races, and income levels, makes it a great platform to
Alameda County Fair Celebrates 100th Anniversary With Alameda County Historical Monument Project

The Alameda County Fair kicks off its 100th anniversary this year with the dedication of a new historical monument on its Pleasanton property. The Alameda County Fair Association, which operates and manages the fair and other events on the county’s property, was formed in 1912 when it held its first Fair at the Pleasanton location. The first ever Fair in Alameda County was held in 1859 as the Floral Fair and over the years was moved to different locations, including Oakland and Hayward, until settling in Pleasanton in 1912. Construction of the Alameda County Historical Monument project is already underway. It is located in the green area located between the grandstands at the (horse) racetrack and the Heritage House building. The design includes a black granite obelisk flag pole base; 5 black granite monuments; granite benches; and new walkways with bricks. The 5 monuments represent each of the 5 Alameda County Districts which will be engraved with the Alameda County symbol and the names of County Supervisors dating back to 1855. The project is funded with private funds raised through the purchase of personalized bricks or benches. Dedication of the new monument is planned for opening week of the Fair which starts on June 22, 2011.

District 1 Welcomes Two New Appointments to Boards and Commissions

Connie Campbell of Livermore will represent District 1 on the Tri-Valley Conservancy in 2011 and currently serving on the Resource Development Committee. Connie’s father, former County-Supervisor Ed Campbell, originated and chaired the South Livermore Valley Area Plan. Connie has previously served on the Board of the Alameda County Agricultural Fair Association since 2007 and is a member of the Martin C. Kauffman 100 Club. Connie received her Juris Doctorate from the University of the Pacific-McGeorge School of Law. She practices law in the Alameda County District Attorney’s office.

James V. McGrail of Livermore is appointed by District 1 to serve on the Board of the Alameda County Fair Association in February 2011. He is the owner of the Law Offices of James V. McGrail in Livermore since 1993. He is a member of California State Bar Association since 1989. He received his Juris Doctorate from John F. Kennedy University, Walnut Creek, CA, in 1988. Previously, James worked for the Alameda County District Attorney’s Office as Deputy District Attorney from 1989 to 1993 and also for the Alameda County Sheriff’s Department as a Detective Sergeant from 1975 to 1989. He owns McGrail Winery and Vineyards in Livermore.

QUALIFIED INDIVIDUALS NEEDED TO SERVE ON COUNTY COMMISSIONS

The Supervisor is seeking qualified individuals to serve on the following county advisory committees or boards that have current openings.

Public Health Commission: Serve as advisory body to the Board of Supervisors and Health Care Services Agency in the areas of public health, primary care, and criminal justice medical services.

Alameda County Advisory Commission on Aging: Provide for services to elderly and assist in allocation of funds as Advisor to the Area Agency on Aging.

Human Relations Commission: To prevent discrimination in housing, employment and education. Meetings: 3rd Wednesday, 6:00 – 8:00 p.m.

Alameda County Transportation Improvement Authority’s Citizens Watchdog Committee (CWC): The CWC scrutinizes all ACTIA expenditures and reports directly to the public on how Measure B funds are spent each year. Meetings: on a quarterly basis on the 2nd Monday, 6:30 p.m.

Alameda County Transportation Improvement Authority’s Citizens Advisory Committee (CAC): The CAC serves as an information channel between ACTIA, community members, and businesses of Alameda County. Meetings: 5 times per year, 3rd Thursday, 5:30-8:30 pm.

For more information, contact District 1 Offices (see page 7), send resume’ via email to vener.bates@acgov.org; or fax to 925-484-2809 Attn: Vener Bates
(Continued from page 1)

Some popular ways to share preparedness on Facebook include:

1. **Fan Pages** to share your preparedness program with the public.

2. **Groups** to unite your volunteers, staff, and supporters.

3. **Personal Profiles** to share your thoughts, links, and conversations as an individual, rather than as an organization.

Each of these options allows for sharing in several ways, including posting events on a calendar and writing notes.

Whether or not you have a Facebook presence, if you seek to connect, fundraise, or educate your community – get your team talking about how this dynamic platform can best serve your preparedness needs! Please join CARD’s Facebook Fan Page at [http://www.facebook.com/CARDcanhelp](http://www.facebook.com/CARDcanhelp)

**LinkedIn**

The largest business networking site in the world, [http://www.LinkedIn.com](http://www.LinkedIn.com), offers anyone with emergency preparedness or disaster response duties a wide range of opportunities. Once you’ve created a simple profile, with a picture and basic information, LinkedIn helps you to connect with anyone in your address book who is also on the site. You can connect with others by joining groups of like-minded people who share your passion for preparedness or interests in other topics. LinkedIn also allows you to post questions and submit answers, so you can get information and share your expertise with a huge audience. Whether you need to find a job, post a job, search for a vendor, get a referral, or find a new partner, LinkedIn, with over 80 million members, is a great resource.

Like most Social Media sites, LinkedIn offers 140-character “status dates” so you can easily keep your contacts updated on your preparedness and response efforts!

These social media platforms offer free, easy sustainable ways for communities to build their preparedness and response capacity. And all of these sites are designed to work with text messages — making near-instant communication with diverse communities a reality.

Please contact Ana-Marie Jones at CARD (AMJ@CARDcanhelp.org) to join CARD’s efforts to make Alameda County the most connected and resiliently prepared county in the county.

**Join CARD online at:**

[www.Facebook.com/CARDcanhelp](http://www.Facebook.com/CARDcanhelp)

[www.CARDcanhelp.org/Blog](http://www.CARDcanhelp.org/Blog)

[www/Twitter.com/CARDcanhelp](http://www/Twitter.com/CARDcanhelp)
How Will the State’s Budget Impact Alameda County?

The State’s ongoing fiscal crisis continues to have a profound effect at the local level. On January 10, Governor Brown released his proposal for the State Budget. It calls for $12.5 billion in spending cuts and a 5-year extension of voter approved temporary taxes due to expire this year to close an estimated $28 billion budget gap. His proposal includes shifting many services currently delivered by the State to local government. This “realignment” includes transferring – fire protection and medical response in wild land areas; community based corrections – juvenile justice programs and adult parole activities; court security; mental health services; child welfare; foster care; substance abuse programs; and adult protective services. The governor proposes funding the realigned programs with the temporary tax increases. However, there are no assurances of stable funding for the long-term. County staff continues to analyze the budget proposal and developed preliminary estimates of impacts to Alameda County residents. Visit the County’s website at http://www.co.alameda.ca.us/budget.htm for more information on the budget and upcoming meetings on the issue. The following estimates are subject to change as details continue to emerge:

**Governor’s Budget Proposal**

Reductions:
- $1.689 billion - Medi-Cal
- $1.528 billion - CalWorks
- $1.002 billion - UC & Cal State System
- $750 million - Developmental Services
- $486 million - In-Home Support Services (IHSS)
- $308 million - Reduce state employees take-home pay 10% w/o contracts

Discontinue Subsidies:
- $1.7 billion - Redevelopment
- $924 million - Enterprise Zones

**Impacts to Alameda County**

**Social Services Programs**

- $65 Million - CalWORKS 20,500 recipients
- $40 million - Eliminate child care 11-12 yr old Approximately 600 children
- $71 million - In-Home Support Services 18,000 recipients
- $7 million - SSI/SSP Grants 39,000 recipients

**Healthcare Programs**

Medi-Cal
- Up to 100,000 recipients
  - Includes: Caps on doctor visits, prescriptions, supplies, hearing Aids, etc.
  - Co-payments
  - Eliminate Adult Day Care – 800 recipients
  - 10% reduction in provider payments
  - Use of First Five funds for children’s services – 7200 affected

Healthy Families
- Increase premiums, co-payments, cut vision – 20,400 recipients

**Other Programs**

Eliminate Redevelopment Agencies $18 million County Impact
- At Risk: $60 million public improvement projects actively working but not yet under contract
  - More than $10 million in planned public private partnerships
  - More than $20 million affordable housing (260 units)
Alameda County Transportation Update

In spite of the sluggish economy and the prospect of painful outcomes as a result of proposed actions to address State and Federal budget deficits, there is some good news on the transportation front. The ribbon was cut for the grand opening of two new transit projects in Alameda County.

Established in 2002, the Rural Roads Group provides an informal forum for residents and landowners in east Alameda County to meet with the District 1 Supervisor and staff from County agencies and the CHP to address traffic impacts to the roads as a result of the chronic traffic conditions on I-580. The group meets at the County’s Martinelli Agricultural and Event Center located at 3585 Greenville Road in Livermore. The next meeting for 2011 is scheduled for September 14. Time: 4 pm. For more information on the Rural Roads Group contact dawn.argula@acgov.org.

LAVTA Bus Rapid Transit

Service for the new “Rapid” began on January 24. Started 14 months earlier and estimated at a cost of $22 million, the Rapid came in under budget and was funded with a combination of local, regional, state and federal dollars. The service runs more frequent weekday service with limited stops getting passengers to their destinations faster. The route runs between the Lawrence Livermore and Sandia National Laboratories in Livermore to both East and West Dublin/Pleasanton BART stations and to Stoneridge Mall. Using state-of-the-art clean hybrid technology, the Rapid produces cleaner emissions, higher fuel economy and a quieter ride than traditional diesel buses. All of the new Rapid buses were manufactured in Hayward, California. For information on the new Rapid service visit http://www.trivalleyrapid.com/.

West Dublin/Pleasanton BART Station

The newest station in the BART system, the West Dublin/Pleasanton BART Station opened for business on February 19. This “in-fill” station was planned when the existing BART extension to east Dublin/Pleasanton was constructed in the 1990’s, which included a “footprint” for a future west station. The new station is adjacent to Stoneridge Mall with access to the station located at Stoneridge Mall Road (near Nordstrom) in Pleasanton and at Golden Gate Drive in Dublin. There is a 722-space garage on Dublin side and 468-space garage on Pleasanton side. For information on the West Dublin/Pleasanton BART station visit http://www.bart.gov/stations/wdub/index.aspx.

Rural Roads Group Update

Waiting at a bus stop? Stuck in traffic? Sometimes you don’t have access to a computer, but need transportation information fast. That’s why there’s 511 on the phone! Just dial 5-1-1 – it’s FREE, and you can find all the info you need to get around the Bay Area.
**District One Contacts:**  
Main Email, district1@acgov.org

Chris Gray, Chief of Staff  
chris.gray@acgov.org

Dawn Argula, Deputy Chief of Staff  
dawn.argula@acgov.org

Joe Gordon, Supervisor's Scheduler  
joe.gordon@acgov.org

Lee Ann Fergerson, Office Manager: Oakland  
leeann.fergerson@acgov.org

Vener Bates, Pleasanton Staff  
vener.bates@acgov.org

Josh Thurman, Policy Analyst  
josh.thurman@acgov.org

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**County and Local Events Calendar April 2011**

**District One Oakland Office:**  
1221 Oak Street, Ste. 536  
Oakland, CA 94612  
Phone: 510.272.6691  
Fax: 510.208.3910

**District One Pleasanton Office:**  
4501 Pleasanton Avenue  
Pleasanton, CA 94566  
Phone: 925.551.6995  
Fax: 925.484.2809

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**Location Key:**  
Livermore  
Pleasanton  
Dublin

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<th>Sunday</th>
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<tr>
<td>3</td>
<td>Compost Giveaway 8am-12pm</td>
<td>4</td>
<td>5</td>
<td>Budget Hearings 9:30 am</td>
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<td>Child and Babysitting Safety 10am-2pm</td>
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<td>10</td>
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<td>11</td>
<td>12 Board of Supervisors Regular meeting 9:30am-12:00pm</td>
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<td>19 7:30 pm Planning Commission Meeting</td>
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<td>EASTER</td>
<td>25</td>
<td>26 Board of Supervisors Regular meeting 9:30am-12:00pm</td>
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<td>28 Marketing Strategies for Small Businesses 9am-12pm</td>
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<td>31</td>
<td>11:30 AM-2 PM Car Show &amp; Ice Cream Social</td>
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**Add your community events by emailing us at district1@acgov.org**